recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming material.

185. A system as defined in claim 181 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN).

187. A system as defined in claim 181 wherein said "information superhighway" data link comprises a cable television (CATV) line.

{MARKED-UP VERSION OF THE AMENDED CLAIMS}

168. A system for displaying programming material to a user, the system comprising:

a printed service directory having at least one machine recognizable feature;

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a feature recognition unit having associated therewith a means for recognizing said <u>machine recognizable</u> feature and a means for transmitting a coded signal in response to the recognition of said <u>machine recognizable</u> feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming material.

185. A system as defined in claim 181 wherein said "information superhighway" data link comprises an <u>integrated service digital network (ISDN)</u> [network].

187. A system as defined in claim 181 wherein said "information superhighway" data link comprises a <u>cable television (CATV)</u> line.